

Attachment A. Salina Area United Way Business Model for Community Excellence

In December 2009 the Standards of Excellence Committee developed a framework for development and implementation of this a strategic and business plan for 2012. It was noted that this model should be the strategic foundation and bases for all decision-making.

Based on the ranking system described above, there was an important cycle that developed between three core functions:

- Engagement and Assessment (Driven by individual informants for the community and stakeholder organizations)
- Relationship Building and Management (Focused on stakeholder organizations and leaders to help motivate individual investors to Advance Community Together on the common good of all)
- Community Resource Development (i.e., information sharing, community education and awareness of resources, focused volunteer efforts, coordination of community services, gifts-in-kind, fundraising and grant development for new resources)

The inter-relatedness of these activities is what can create positive synergy and spiraling cycle that will result in improvement and community success stories of lasting change for the common good. This framework is illustrated in figure 1 below.

Figure. 1. Business Model for Community Excellence

